

Fall 2016

## CBI heads to Philadelphia for convention

The 2016 College Broadcasters, Inc. National Student Electronic Media Convention is set for Oct. 20-22 at the Sonesta Philadelphia hotel. More than 400 electronic media students, advisers/managers and professionals are expected to attend from media outlets across the country.

The convention kicks off on Wednesday, Oct. 19 with the MusicMaster Genius Day pre-convention workshop. MusicMaster Learning and Development Director Drew Bennett will share music scheduling tips for users of all skill levels. The workshop will include Q&A, roundtable discussion, and special presentations by several industry leading guest speakers, including Vince Bennetto, president and CEO of Bold Gold Media. Students and advisers/managers with no experience in programming are welcome. MusicMaster Genius Day will run from 10 a.m. to 4 p.m. and requires pre-registration and a \$25 fee payable with regular convention registration.

Highlights of the regular convention include sessions on social media content and strategies, covering breaking news, leadership, play-by-play basics, FCC compliance, podcasting and programming. Roundtables will also be held focusing on management, serving your community, training, engineering and online radio.

The convention will also feature



Dilworth Park on the west side of City Hall is the city's lively new centerpiece, a six-minute walk from CBI's National Student Electronic Media Convention at the Sonesta Philadelphia at 1800 Market Street. Photo by Paul Loftland for the Philadelphia Convention and Visitors Bureau

the presentation of the annual National Student Production Awards. The complete list of awards finalists is located on pages four and five of this newsletter.

Registration is now open through AskCBI.org/Philadelphia. Registration fees can be paid online or by check or purchase order, but payment must be received by Oct. 1 to qualify for early-bird pricing.

CBI room rates for the Sonesta Philadelphia, 1800 Market Street, are \$195 per night plus taxes and fees for single, double, triple or quad occupancy. Room rates for deluxe two queen

beds or one deluxe king bed are valid until Oct. 3 or until the room block is filled. Make sure to mention CBI when making the reservation. The Sonesta is less than two blocks from a SEPTA (Southeastern Pennsylvania Transportation Authority) transit stop and just over a mile from the Liberty Bell, Independence Hall, National Constitution Center and the US Mint.

Speaker bios, things to do in Philadelphia, session listings and schedule, and much more will be posted to the convention website, [AskCBI.org/Philadelphia](http://AskCBI.org/Philadelphia). Keep checking for more updates closer to the convention.

### Registration and Hotel Rates

Standard registration rates starting Oct. 2:

- CBI Member Students and Advisers/Managers \$100
- Non-CBI Member Students and Advisers/Managers \$160
- All Others \$200

Sonesta Philadelphia Downtown

- \$195/night plus state and local taxes
- Book at [AskCBI.org/Philadelphia](http://AskCBI.org/Philadelphia) or call 215-561-7500 and use the group name "National CBI Convention."

Early-bird registration rates through Oct. 1:

- CBI Member Students and Advisers/Managers \$100
- Non-CBI Member Students and Advisers/Managers \$160
- All Others \$200

# Police (Communication) Line: Please Cross!

By Lisa Marshall, CBI Treasurer

I'm always eager to brag about my news students' spirit when covering hard-hitting story assignments in our village of 2,500. In the last few years, our team has pushed themselves to increase their journalistic credibility and become more than "those kid reporters at the college." We pride ourselves in practicing ethics, especially when covering the big stories in our small community that have made state and national news.

Many of our reporters openly admit they are scared or lack the confidence to rub elbows with first responders on a given news scene. However, they always return to share exciting new perspectives with their peers. Because there were others too often playing "nose goes" when asked "who's stepping up to get that interview?" or "who's going to drop what they're doing to go to the scene?," our organization established a goal last year to increase communication with our local law enforcement to help make reporting easier.

It might be the small community advantage that made this initiative successful, but I happily encourage you to use any of our ideas to help improve your local news team and first responder relationships.

## Invite Officers to your Turf

We invited our county sheriff to our fall semester management retreat to candidly discuss the dos and don'ts of calling dispatch, arriving on a scene, and establishing positive reporter rapport with law enforcement officers. The discussion ventured into areas of media law, ethics, and officer media training.

Even those student leaders who were not on our news team walked away with excellent tips about media professionalism to kick-off the year.

In conjunction with our Society of Professional Journalists (SPJ) chapter, we hosted a Q&A session during "Sunshine Week" with our village police and fire chiefs. Students learned firsthand that our local first responders want to get to know them, too, so officers can easily identify and trust our crew at a busy scene. We received many valuable tips about officer rankings, interviews, and how to best follow up after an incident. Both of these sessions connected textbook knowledge to practical skills and are definite repeats for coming years.

## Team Up for a News Project

Our media outlet was invited to collaborate with local officials to document a prom weekend mock car crash awareness video for our town's high

school this past May. Our student television program director oversaw the entire production...from capturing pre-recorded video at the State Highway Patrol and Emergency Room, to the final edited piece to show the student body the day after the crash. Additionally, our cub reporters had an all-access on-the-scene pass to help collect endless B-Roll, interviews, and photos by documenting things like the med flight helicopter circling the accident to the funeral home leaving the scene. The best part was that students could try something new, allow on-site advisers instantly critique their work, and try again. This valuable opportunity invited our students to openly "be allowed to fail" all while gaining confidence to practice media professionalism.

## Instant Communication

A valuable gift arrived toward the end of the year from our fire chief... our very own 911 scanner! Our newsroom can now hear every call dispatch in the area. While some students are still too young to understand the significance of our instant path of first responder communication, our upper-classmen were so appreciative of our new way of learning about breaking news. I'm excited to fire it back up in the fall!



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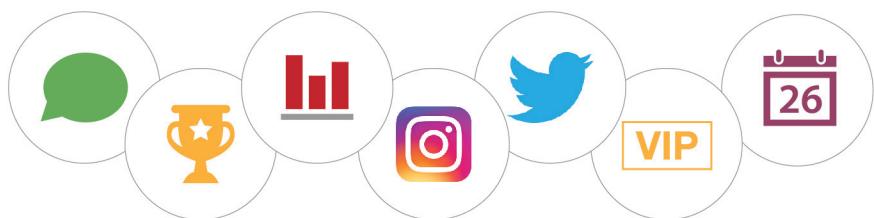
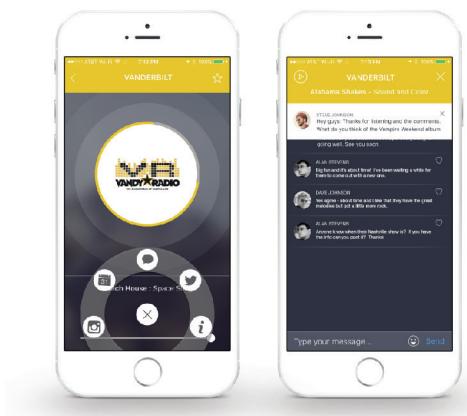
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### Is your station interested in being featured on RadioFX?

Visit [RadioFX.co](http://RadioFX.co) or contact John Wanzung at [wanzung@radiofxinc.com](mailto:wanzung@radiofxinc.com) to schedule a demo!

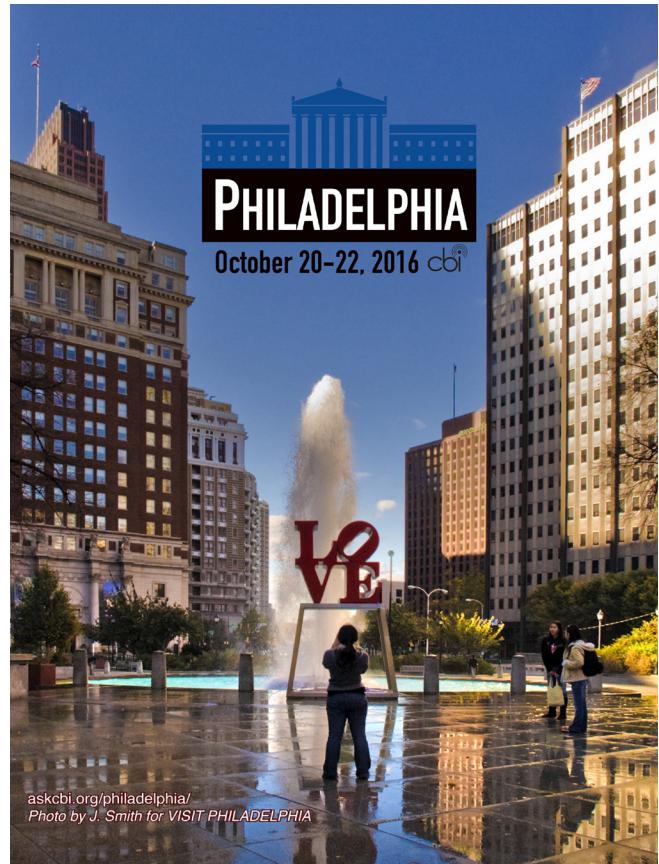
#### SPONSORED CONTENT

RadioFX, a new mobile streaming platform focused exclusively on college radio, has launched! Providing a low-cost custom mobile solution for college radio stations, RadioFX includes highly innovative features not found on any other platform, including options like real-time chat between the on-air personalities and listeners, social media integration, a dynamic programming schedule that allows users to view all programming and specialty shows – all with mobile alerts, and many other features. RadioFX also provides a robust administrative dashboard, enabling coordination of the listening experience along with access to valuable user analytics – options that have proven too costly for many college radio stations in the past.

The power of the RadioFX platform is its singular focus on the college market. By bringing schools together under one umbrella for the very first time – each with its own custom mobile platform - RadioFX aims to allow college station's to engage listeners in ways never before possible. Several leading schools from the college radio community are already on board, including Vanderbilt University.

If this might be of interest, contact John Wanzung at [wanzung@RadioFXinc.com](mailto:wanzung@RadioFXinc.com) to arrange a demo. RadioFX is offering an introductory offer to CBI members that allows them to get the Enterprise Package (normally \$109) that includes all the features listed above with their very own custom mobile app for \$69 a month.

For more information about RadioFX, visit [RadioFXinc.com](http://RadioFXinc.com).



# Student production awards finalists

Winners will be announced at the National Student Electronic Media Convention in Philadelphia. Clips of the winning entries will be posted online at AskCBI.org following the awards ceremony.

VIDEO CATEGORIES		
Best General Entertainment Program	Best Special Broadcast	Best Sportscast
<ul style="list-style-type: none"> <li>Ithaca College Television, Ithaca College, "Fake Out"</li> <li>Titan TV, University of Wisconsin Oshkosh, "Rosemary Park"</li> <li>North Texas Television, University of North Texas, "Ardillando Season 12 Episode 02"</li> <li>UPTV, University of Pittsburgh, "Pitt Tonight: Episode IV"</li> </ul>	<ul style="list-style-type: none"> <li>Ithaca College Television, Ithaca College, "ICTV Election Center 2015"</li> <li>Ithaca College Television, Ithaca College, "President Tom Rochon Speaks Out"</li> <li>LVTV, University of La Verne, "Cravings"</li> <li>Media Communication, Taylor University, "The Glassmakers: Exploring an Indiana Tradition"</li> </ul>	<ul style="list-style-type: none"> <li>Ithaca College Television, Ithaca College, "Hold That Thought"</li> <li>UTVS Television, St. Cloud State University, "Husky Mag"</li> <li>UTVS Television, St. Cloud State University, "Husky Faceoff"</li> <li>TV2, Kent State University, "Sports Corner: April 4, 2016"</li> </ul>
Best Promo	Best PSA	Best Comedy
<ul style="list-style-type: none"> <li>KWTS, West Texas A &amp; M University, "KWTS - Underwriting"</li> <li>Viking Fusion, Berry College, "Welcome to Valhalla"</li> <li>KTSW-FM 89.9, Texas State University, "Girrrl Party Promo"</li> <li>KTSW-FM 89.9, Texas State University, "KTSW Quad Promo"</li> </ul>	<ul style="list-style-type: none"> <li>WCTV, Waynesburg University, "You Are Enough"</li> <li>ASU-TV, Arkansas State University, "ASU Museum Children's PSA"</li> <li>CAPS 13, Pittsburg State University, "Think Before You Post"</li> <li>CAPS 13, Pittsburg State University, "The Shape of Things Promo"</li> </ul>	<ul style="list-style-type: none"> <li>Viking Fusion, Berry College, "Video Shorts: Ay, Mi Amor"</li> <li>Viking Fusion, Berry College, "Video Shorts: Wireless Fidelity"</li> <li>KXTT-FM, Texas Tech University, "Video Game Addicts Anonymous - Episode 1"</li> <li>The Southeastern Channel, Southeastern Louisiana University, "College Night (12/11/2015)"</li> </ul>
Best Newscast	Best News Reporting	Best Podcast
<ul style="list-style-type: none"> <li>Carolina Week, University of North Carolina-Chapel Hill, "Carolina Week - October 28, 2015"</li> <li>Carolina Week, University of North Carolina-Chapel Hill, "Carolina Week - April 13, 2016"</li> <li>UTVS Television, St. Cloud State University, "UTVS News"</li> <li>TV2, Kent State University, "TV2 News: Feb. 16, 2016"</li> </ul>	<ul style="list-style-type: none"> <li>Carolina Week, University of North Carolina-Chapel Hill, "Cheerleader Injuries"</li> <li>GSTV, Georgia State University, "Courtland Bridge is Coming Down"</li> <li>UTVS Television, St. Cloud State University, "A Final Farewell to Deputy Steven Sandberg"</li> <li>TV2, Kent State University, "Summit Street Construction"</li> </ul>	<ul style="list-style-type: none"> <li>SGTV, University of South Carolina, "Mental Health Matters at U of SC"</li> <li>SGTV, University of South Carolina, "Apprehension"</li> <li>Viking Fusion, Berry College, "Video Shorts: The Studio Awakens"</li> <li>ROAR Studios, Loyola Marymount University, "Behind the Scoreboard: Mary Lane"</li> </ul>
Best Documentary/ Public Affairs	Best Station Imaging (Combined Category)	Best Social Media Presence (Combined Category)
<ul style="list-style-type: none"> <li>Media Communication, Taylor University, "As the Game Changes: A playbook for perseverance"</li> <li>Media Communication, Taylor University, "The Blue Flash: A Midwest Coaster Story"</li> <li>RTF Documentary Production, Rowan University, "Heart of a Hero"</li> <li>ROAR Studios, Loyola Marymount University, "Welcome to Inglewood"</li> </ul>	<ul style="list-style-type: none"> <li>The Edge Radio, University of Southern Indiana, "The Edge"</li> <li>Titan TV, University of Wisconsin Oshkosh, "Titan TV"</li> <li>WSUM 91.7 FM, University of Wisconsin-Madison, "WSUM Show Promos"</li> <li>WSUM 91.7 FM, University of Wisconsin-Madison, "WSUM Bumpers/Legal IDs"</li> </ul>	<ul style="list-style-type: none"> <li>WLWU, Loyola University Chicago, "WLWU Social Media Presence"</li> <li>SGTV, University of South Carolina, "SGTV Social Media"</li> <li>WSUM 91.7 FM, University of Wisconsin-Madison, "WSUM Social Media"</li> <li>KCWU-FM (88.1 The 'Burg), Central Washington University, "KCWU Social Media"</li> </ul>

# Student production awards finalists

AUDIO CATEGORIES		
Best Regularly Scheduled Program	Best Sports Reporting	Best Sports Play-by-Play
<ul style="list-style-type: none"> <li>KDAWG, University of Redlands, "Inside the Studio with Evan Sanford Show #16 (Richard Sherman)"</li> <li>KKSM Palomar College Radio, Palomar College, "Plunther Hills Valley"</li> <li>WSUM 91.7 FM, University of Wisconsin-Madison, "On Wisconsin"</li> <li>Radio K, University of Minnesota, "Real College Podcast"</li> </ul>	<ul style="list-style-type: none"> <li>WQLU-FM, Liberty University, "Egon Samaai Profile"</li> <li>WZND Fuzed Radio, Illinois State University, "ISU Pep Band"</li> <li>WGCS - 91.1 The Globe, Goshen College, "Dalton's Maple Leaf Update"</li> <li>WSUM 91.7 FM, University of Wisconsin-Madison, "WSUM Sports Update, November 2nd, 2015"</li> </ul>	<ul style="list-style-type: none"> <li>The Edge Radio, University of Southern Indiana, "USI Men's Basketball vs Quincy"</li> <li>KJHK 90.7 FM, University of Kansas, "KU Volleyball vs. USC"</li> <li>CAPS 13, Pittsburg State University, "Girard vs. Parsons Basketball"</li> <li>WSOU, Seton Hall University, "Seton Hall Men's Basketball Defeats Georgia"</li> </ul>
Best Promo	Best PSA	Best DJ
<ul style="list-style-type: none"> <li>KZLX-LP, Northwest Missouri State University, "X106 Promo"</li> <li>92 WICB, Ithaca College, "Jazz Impressions' Promo"</li> <li>KCWU-FM (88.1 The 'Burg), Central Washington University, "When The Sun Hits' Promo"</li> <li>KTSW-FM 89.9, Texas State University, "60-Second Science Promo"</li> </ul>	<ul style="list-style-type: none"> <li>WGSU-FM, SUNY-Geneseo, "SUNY Geneseo Office of Financial Aid"</li> <li>WRMU-FM, University of Mount Union, "Do you?"</li> <li>WUTM-FM, University of Tennessee-Martin, "Sorority Designated Drivers Program"</li> <li>WMCO, Muskingum University, "PSA - I Am"</li> </ul>	<ul style="list-style-type: none"> <li>WZND Fuzed Radio, Illinois State University, "Jeff JamZ Aircheck"</li> <li>WCRX Radio, Columbia College Chicago, "Roots &amp; Wings"</li> <li>WGCS - 91.1 The Globe, Goshen College, "Berke's Breakfast blend"</li> <li>KCSU Fort Collins, Colorado State University, "Caribbean Java and Earl Gray"</li> </ul>
Best Newscast	Best News Reporting	Best Podcast
<ul style="list-style-type: none"> <li>Carolina Week, University of North Carolina-Chapel Hill, "Carolina Connection - April 23, 2016"</li> <li>Carolina Week, University of North Carolina-Chapel Hill, "Carolina Connection - October 24, 2015"</li> <li>WGCS - 91.1 The Globe, Goshen College, "Globe 5PM News with Victor Garcia"</li> <li>WSUM 91.7 FM, University of Wisconsin-Madison, "WSUM News, April 6th 2016, 6 PM"</li> </ul>	<ul style="list-style-type: none"> <li>Radio Hofstra University WRHU FM / WRHU.org, Hofstra University, "Bully Beware, There's An App For That!"</li> <li>Radio Hofstra University WRHU FM / WRHU.org, Hofstra University, "Stonewall Inn Feature"</li> <li>WGSU-FM, SUNY-Geneseo, "Campus Environmental Activism"</li> <li>Carolina Week, University of North Carolina-Chapel Hill, "UNC Tries to Break Mental Health Stigma"</li> </ul>	<ul style="list-style-type: none"> <li>K-UTE Radio, University of Utah, "The Vet Set Podcast: Cory"</li> <li>WUTM-FM, University of Tennessee-Martin, "The Bench" (Sports Talk Show)</li> <li>WKNC-FM, North Carolina State University, "NC State Cypher"</li> <li>Radio DePaul, DePaul University, "Will You Be My Valentine?"</li> </ul>
Best Documentary/ Public Affairs	Best Special Broadcast	Best Student Media Website (Combined Category)
<ul style="list-style-type: none"> <li>XLR - Lander University Radio, Lander University, "Beyond the Stigma"</li> <li>AUC Radio, American University in Cairo, "The Quest: Where do Muslims fit in the best?"</li> <li>Terrascope Radio, Massachusetts Institute of Technology, "Rebeldes: A Journey through New Mexican Agriculture"</li> <li>KTSW-FM 89.9, Texas State University, "In the Public Interest: LGBTQIA"</li> </ul>	<ul style="list-style-type: none"> <li>VIC Radio, Ithaca College, "VIC Radio 50 Hour Marathon"</li> <li>WRMU-FM, University of Mount Union, "A Radio Version of A Christmas Carol"</li> <li>KCSU Fort Collins, Colorado State University, "Doodle Do or Doodle Don't"</li> <li>KCWU-FM (88.1 The 'Burg), Central Washington University, "Burg to the Future II"</li> </ul>	<ul style="list-style-type: none"> <li>KSCU 103.3 FM Santa Clara, Santa Clara University, "KSCU 103.3 FM Santa Clara University Website"</li> <li>KTXT-FM, Texas Tech University, "The Hub@TTU"</li> <li>TUTV, Temple University, "www.templeupdate.com"</li> <li>KTXT-FM, Texas Tech University, "KTXT Student Media Web Site"</li> </ul>



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October 20-22, 2016

